

RECORD LOT OF MAXWELLS HERE

Buquors Get Seven Carloads After Being Short; Many Styles of Bodies.

What is claimed to be the largest single shipment of automobiles to an El Paso firm reached here today, for the Buquor Motor company. It consisted of seven carloads of Maxwells and includes all the body styles turned out by that factory. Unloading started at 1 o'clock this afternoon and it is expected that the work will not be completed until some time Sunday as the Maxwells are shipped in the "double deck" system and unloading is no small task.

A great majority of these cars are already ordered by customers, said John J. Buquor. "We haven't had a car on the floor for a week, except the 'Polar Bear' Maxwell and that is merely being held for a customer. We have simply had to book the orders as they were received and promise delivery as quickly as we can get the cars. However, we will start deliveries tonight and the factory has assured us that they will have regular shipments to El Paso so that we will not be caught short again."

The Buquor Motor company has been advised that interests connected with the Maxwell factory will erect a \$125,000 building in El Paso as soon as a suitable site can be secured. Tentative plans call for a two-story and basement building. The basement and upper floor will be used as a Maxwell assembly plant while a portion of the ground floor will be used as a Maxwell district office and the remainder will be fitted as stores or as a salesroom for the Buquor Motor company.

Tourists registering at the Maxwell agency this week while on route to California, were: C. P. Merrill and R. S. Cerial, A. Wolsley, Harry Morris, D. A. Johns and M. R. Crandall and party. All drove Maxwells.

NEW ZEALAND BUYS

MANY MOTOR CARS

During January and February, 1916, there were 249 automobiles imported into New Zealand, against 443 during the first two months of 1915, of which the United States supplied a large majority, according to the best information available. Farmers have become extensive purchasers of motor cars, and it is estimated that 899 cars are owned by the farmers within 20 miles of Auckland.

PENNSYLVANIA GETS

\$1,700,000 IN FEES

Revenue from automobile registration this year in Pennsylvania has passed the \$1,700,000 mark and officials of the automobile division of the Pennsylvania State Highway Department believe that \$2,000,000 will be reached. The total revenue for 1915 amounted to \$1,555,274. The number of automobile registrations up to date is 181,564. It is believed that the total number will reach 250,000.

FIRST '17 MODEL IS ANNOUNCED

Chalmers Line For New Season Has Seven Body Styles.

Following a record seven months business in which the entire 1916 production was disposed of, Chalmers Motor company is among the first of the big automobile concerns to announce new models for 1917.

"When our dealers contracted last November for \$22,000,000 worth of Chalmers cars, we counted upon that figure as covering a big year's production," said Hugh Chalmers. "At the end of May, just seven months from the time our 'Six-20' model was announced, our dealers had delivered the \$22,000,000 worth of cars into the hands of owners. We have gained not only 752 percent sales for the past seven months, but have added 421 new dealers to our representation in that period."

In every respect the Chalmers 'six-20' has been the most successful model ever produced by our company. It has been driven over 1,000,000 miles by owners, and our service records show a percentage of 99.21 percent perfect. In response to the demand of our dealers we are continuing this model with slight improvements as a leader in our 1917 line. We have never made a car so good, so it is only natural that we should build on the 2500 r.p.m. Chalmers as a basis for our 1917 product."

Influence of Foreign Design.

The seven-passenger Chalmers reflects the influence of foreign design on American body lines. From the slant of the hood, on through the tilted windshield and double cowls, the car has the appearance of an expensive European creation. The extra inches of wheelbase insure a roomy interior of full capacity for five passengers, without crowding the driver's compartment in any way.

Deep nine-inch leather upholstery increases the comfort of passengers on long tours over the country roads and on ill-paved city streets. Two leather backed auxiliary chairs fold into the rear of the front seats, out of sight when not in use. A highly polished black walnut panel in the rear end brightens the appearance of the whole. The front compartment is roomy and comfortable. The conventional instrument board has been superseded by a cluster arrangement of the instruments, carried in an aluminum housing convenient to the driver.

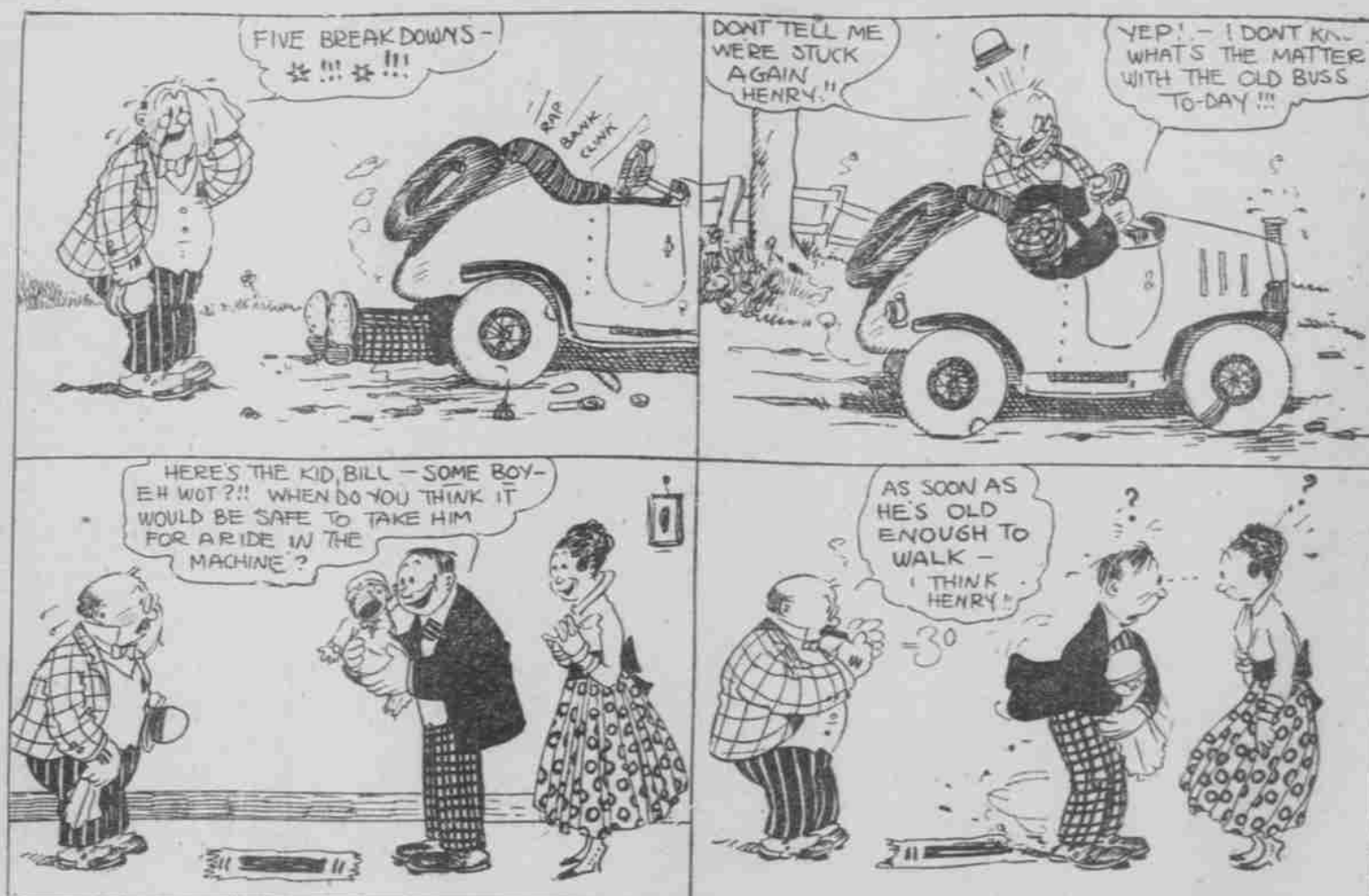
Three Closed Car Models.

Offered also, on the 122-inch wheelbase for 1917, are three handsome closed car models, now being shown for the first time to the public. The town car, and limousine embody distinct advances in design, affording at the same time ample room for seven passengers. The touring sedan is one of the hand-

WHEN TO TAKE A KID RIDING

BY WHEELAN

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BEST EQUIPMENT IS NOW PICKED

All Car Manufacturers Are Careful in Selecting the Accessories.

"The judgment of car manufacturers who pick Goodyear tires for standard equipment is being backed up by thousands of individual car owners," says the branch manager of the Goodyear Tire and Rubber company. "It is doubtless interesting to know that two-thirds of the new cars which manufacturers equip with cord tires come equipped with Goodyear cords. And car manufacturers, in the class where cord tires may be expected as regular equipment, choose carefully quality counts with such manufacturers more than price, quality and class come first, all other considerations are minor."

"So Goodyear cord tires are standard equipment on the Franklin, the Packard, the Locomobile, the Peerless, the White and the Haynes. But fully as significant is the fact that Goodyear cords are seen on thousands of Hudsons, Studebakers, Cadillacs, Hupmobiles, Reos, Oldsmobiles, Chalmers, Paiges, Chalmers and so on through a whole big list."

The ordinary cost of a Want Ad in The El Paso Herald is 25 cents. It reaches an average of about 100,000 readers each issue.

Have It Done Right!

When you have Repair Work to be done on your

FORD

take it to the "Ford Specialists."

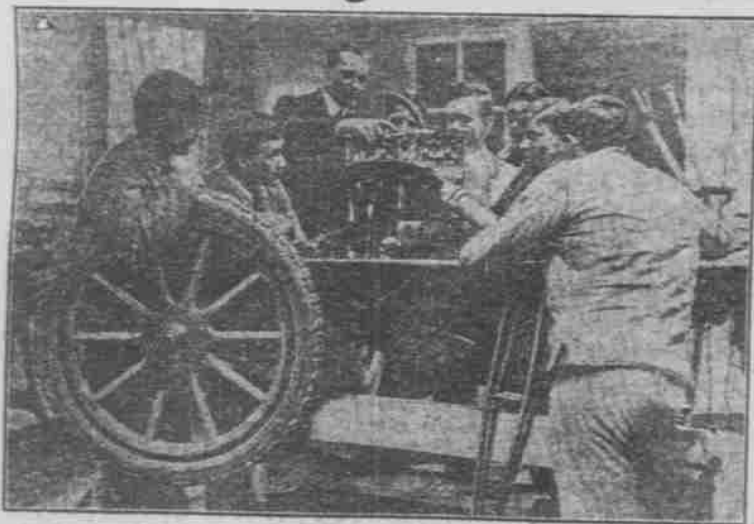
We carry a full line of FORD PARTS AND ACCESSORIES.

Mail Orders Receive Prompt Attention.

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Phone 2278, 620-622 Texas St.

Disabled British Soldiers Taught Useful Trade



In order that disabled soldiers may have some good livelihood after the war, and may not even at present be a burden on the community, the British have instituted vocational schools for such soldiers. The illustration taken from a recent issue of the London Daily Post shows how some of the convalescent men are being taught automobile engineering. The "Nobby" tread tire which is so much in evidence in the picture shows the immense popularity in England of these anti-skid casings.

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some of all-year-round types ever mounted on a Chalmers chassis. Lady Duff Gordon, more familiarly known as Lucile, and famous in New York, London and Paris as a modiste, has designed the interior trimmings, and upholsteries for all Chalmers closed cars for 1917. As a result, excellent taste and the richest of materials have been combined to form a series of closed cars desired for midday of the American family.

In the Chalmers touring sedan, perfect driving comfort is afforded at all seasons of the year. In warm weather, the front and door windows can be dropped into the body. It still more breeze is desired the windshield can be dropped, and the rear quarter windows and window pillars can be stowed away in a special compartment at the rear seats. The replacing of the windows, transforming the car into a vehicle for inclement weather, can be accomplished in a few moments.

Club Chair Driver's Seat.
The driver's seat is of the club chair type, deeply upholstered. Next to it, but separated by an aisle is a folding chair seat that swings back against the right side wall when not in use. An auxiliary seat swings out from the back of the driver's seat if seat capacity for six passengers is desired. The Chalmers town car has enclosed seats for five passengers with room for driver and extra passenger on front seat. Here too, Lucile has specified the interior furnishings, including upholstery, carpets and silk window hangings. When the two auxiliary seats in the passenger's compartment are not needed, they fold into the compartment wall out of sight. In warm weather, the door windows may be lowered or adjusted to any position by means of an automatic regulator.

Limousine Seats Seven.
The limousine seats seven passengers and also has a handsome interior by Lucile. All Chalmers closed car equipment is very complete including electric dome lights, vase for cut flowers, telephone speaking tube, lounging pillow, hassock and robe. A dainty toilet case and smoking set are concealed in panels which are released by a touch of an ebony button.

On the 114-inch chassis, the Chalmers "six-20" will again be continued in touring, roadster and cabriolet styles. The Chalmers cabriolet has already won high favor among those motorists desiring an all season car. Comfortable seating capacity for three passengers is provided, the driver's compartment being advanced to allow greater ease of operation.

OAKLAND OUTPUT TO BE 15,000 CARS IN YEAR

Oakland, Calif., June 17.—The output of Chevrolet cars in the Oakland factory for the season of 1916 will be 15,000 instead of 10,000, according to the report of R. C. Durant.

This extra 5000 cars will be of the "1-36" models, as already the sales have greatly exceeded the possibilities of the eastern plant.

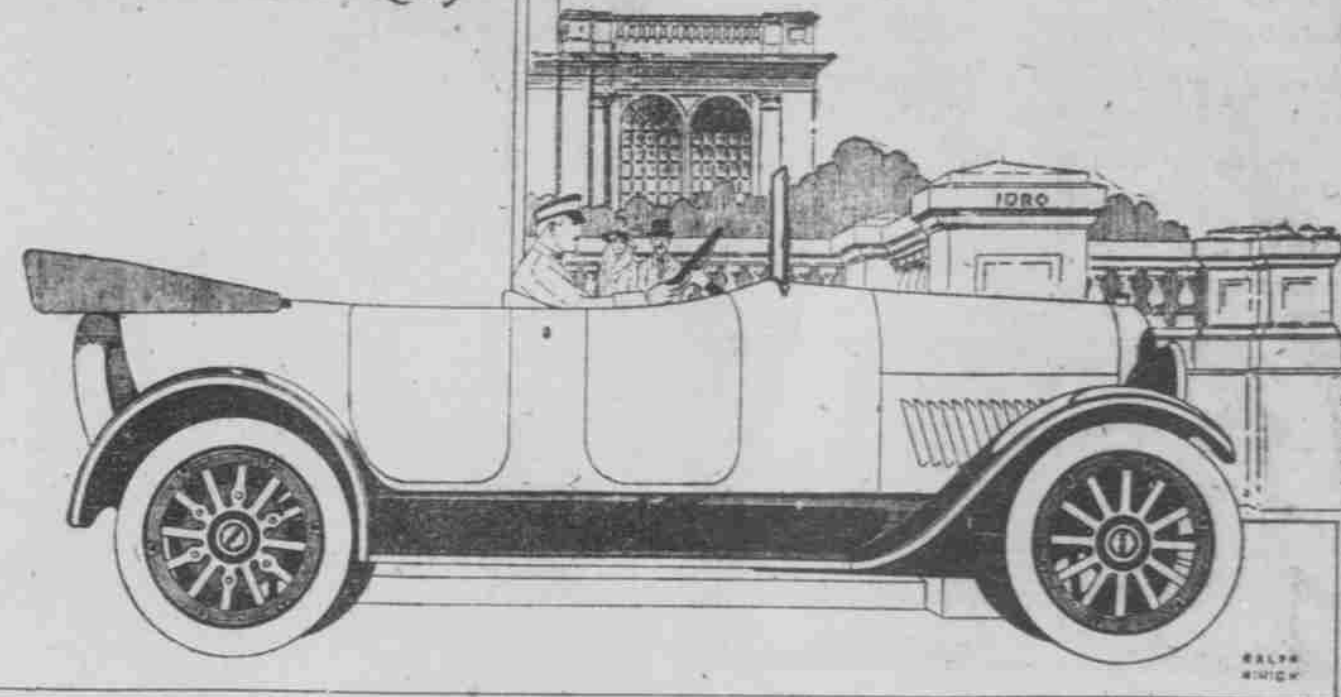
The Chevrolet Motor company is one of the largest, if not the largest, automobile manufacturing concerns in the world, being capitalized for \$20,000,000. The Chevrolet company has sales agents or branch houses located in all the principal cities of the world, and to supply this continuous chain of distributing points the factory has scheduled 36,482 Chevrolets for the season of 1916, and next season will produce 41,920.

They are not only building the plant in Oakland, Calif., but also at Fort Worth, Atlanta, Minneapolis and Kansas City. These factories are now in the process of construction and will shortly be completed. While at times they have not been able to make immediate delivery, yet the factory is hurrying shipments to the limit of the railroad capacity. This condition, however, will only last until the first of August, when they will be able then to supply every demand from the Pacific coast factory.

A dollar saved by buying goods produced elsewhere is a dollar thrown at your neighbor's heels.

PAIGE

The Standard of Value and Quality



IN building the Paige Fairfield "Six-46" it has been our purpose to produce an automobile of moderate price that would offer every luxury and convenience known to motoring.

This is, indeed, an ambitious undertaking. But the enthusiastic indorsement of 10,000 Paige owners is convincing evidence that we have succeeded.

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